

5      **SYSTEM AND METHOD FOR BUSINESS GOAL-OPTIMIZATION WHEN  
CUSTOMER DEMAND CANNOT BE SATISFIED**

**ABSTRACT OF THE DISCLOSURE**

10      Systems and methods are provided through which the quantity of one or more  
items in a customer order are reduced in reference to a function of inverse probability of  
vendor profit and in reference to a reasonable margin of a target time predetermined by  
the customer, when the customer order cannot be produced within the margin. The  
reduced item quantities update the corresponding items in the customer order, and the  
items in the customer order are produced accordingly, such that the objective of the  
15      business goal is met or not sacrificed.

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